

Micro-Enterprises (1 to 4 employees)

Excluding those in the indeterminate category, close to 59% of enterprise locations in Dufferin County are very small - micro-enterprises, employing 1 to 4 persons. In 2016, there were 1,168 enterprise locations in the micro-enterprises category in Dufferin County, which represents a growth of 137 or around 13% from 2011.

The sectors with the highest portion of micro-enterprise locations in Dufferin County are in the Construction (192) and Professional, Scientific and Technical services (138) sectors.

Small Enterprises (5 to 99 employees)

Enterprises with 5 to 49 employees account for about 38% of enterprise locations in Dufferin County, excluding those that are classified as indeterminate. About half of these are in the 5 to 9 employee range. Only around 2.6% of enterprises fit within the higher end of the Small Enterprise category (50 to 99 employees).

Medium-Sized Enterprises (100 to 499 employees)

There were 24 locations of medium-sized enterprises in Dufferin County in 2016. The majority (15) were in the 100 to 199 employee range. Only 9 were in the 200 to 499 employee range.

Large Enterprises (500+ employees)

Only 1 enterprise in Dufferin County in 2016 had 500 or more employees. This was in Health Care services.

Exhibit 9: Percentage of Dufferin County Businesses by Size

# of Employees	2016	% Total	% Distribution Ontario
1-4	1,168	58.5%	57.8%
5-9	386	19.3%	17.8%
10-19	224	11.2%	11.4%
20-49	142	7.1%	7.8%
50-99	51	2.6%	3.1%
100-199	15	0.8%	1.2%
200-499	9	0.5%	0.6%
500+	1	0.1%	0.3%
Total, excluding Indeterminate	1,996	100%	100%

Source: EMSI Q3 2016 Data Set

2.0 Demographic and Labour Force Analysis

2.1 Population and Age Characteristics

The 2016 population level of Dufferin County was 61,735, which represents an 8.5% increase from 2011, which is higher than the population growth rate for Ontario (4.6%). Dufferin's population growth level between 2011 and 2016 was higher than bordering counties to the north and west. The population growth level for Grey County over this period was 1.4%. The population growth levels of Wellington County (excluding Guelph) was 4.9%. The population growth level of Simcoe County (excluding Barrie), was only slightly higher than Dufferin's growth at 9.1% between 2011 and 2016.

A large portion of the population resides in the urban municipalities, particularly Orangeville which has a population level of 28,900 and Shelburne which has a population level of 8,126. Together these communities account for about 60% of the population in Dufferin County. The other urban settlement area as identified in the County Official Plan is Grand Valley urban area which is part of the broader Town of Grand Valley census subdivision, with a population of 2,956 in 2016.

The largest population growth in Dufferin County between 2011 and 2016 was in Shelburne, with an increase of 2,280 persons (39% growth), which accounts for about 47% of the County population growth over this period. Shelburne is ranked as the second fastest growing community in Canada.

Exhibit 10: Dufferin County Population

Municipality	2011	2016	Change	% Change
Amaranth	3,963	4,079	116	2.9%
East Garafraxa	2,595	2,579	-16	-0.6%
Grand Valley	2,726	2,956	230	8.4%
Melancthon	2,839	3,008	169	6.0%
Mono	7,546	8,609	1,063	14.1%
Mulmur	3,391	3,478	87	2.6%
Orangeville	27,975	28,900	925	3.3%
Shelburne	5,846	8,126	2,280	39.0%
Dufferin County	56,881	61,735	4,854	8.5%

Source: Statistics Canada, 2016 Census

Data on the age distribution of the population in Dufferin County from the 2016 Census will be available from Statistics Canada on May 3, 2017, and will be reviewed then. The median age of the county population in 2011 was 40 years which is about the same as Ontario (40.4 years).

2.2 Education Levels

Data on educational attainment from the 2016 Census is scheduled to be released by Statistics Canada in November 2017, which is beyond the time frame of this study. However, data from the 2011 Census is provided below to provide some insight on educational attainment in Dufferin County compared to Ontario.

Based on the 2011 Census data, the educational attainment level of the population aged 25 to 64 in Dufferin County was lower in that year compared to the Ontario average. As shown in Exhibit 2, while close to 65% of the Ontario population in that age cohort has attained a postsecondary certificate, diploma or degree, only about 58% of persons in that age cohort in Dufferin had attained this level of education. The Dufferin County attainment levels for apprenticeships and college were both higher than the provincial averages. On the other hand, while close to 29% of the Ontario population aged 25 to 64 in 2011 had attained a university certificate, diploma or degree at a bachelor level or higher, only around 16% in this age cohort in Dufferin County had attained that level of education. Educational attainment estimates for Dufferin County from Manifold Data Mining Inc. were also reviewed and found to be comparable.

Exhibit 11: Highest Educational Attainment by Type, Aged 25 – 64 Years, Dufferin County

Highest Educational Attainment	Number	Percent	Ontario Percent
No certificate; diploma or degree	3,390	11.1%	11.0%
High school diploma or equivalent	9,510	31.2%	24.3%
Postsecondary certificate; diploma or degree	17,560	57.6%	64.8%
Apprenticeship or trades certificate or diploma	3,350	11.0%	7.8%
College; CEGEP or other non-university certificate or diploma	8,335	27.4%	23.6%
University certificate or diploma below bachelor level	1,080	3.5%	4.5%
University certificate; diploma or degree at bachelor level or above	4,800	15.8%	28.9%
Bachelor's degree	3,260	10.7%	17.7%
University certificate; diploma or degree above bachelor level	1,540	5.1%	11.2%
Total population aged 25 to 64 years	30,460	100.0%	100.0%

Source: Statistics Canada, National Household Survey, 2011

2.3 Labour Force by Sector

Data on the Dufferin County labour force from the 2016 Census is scheduled to be released by Statistics Canada in November 2017, which is beyond the time frame of this study. However, data from the 2011 Census is provided below to provide some insight on the labour force in Dufferin County compared to Ontario. Estimates from Manifold Data Mining Inc. were also reviewed. The allocation of labour force by sector was comparable between the two data sets. Manifold Data Mining has estimated that the labour force has increased to 35,993 persons, up from 30,460 in 2011. Compared to the Ontario average, a slightly higher portion of labour in Dufferin County in 2011 was employed in sectors such as agriculture, construction, manufacturing, wholesale trade, retail trade and transportation and warehousing. A lower percentage of the labour force in Dufferin County, in particular, was employed in the professional, scientific and technical services sector – about 4.4% in Dufferin compared to 7.4% for Ontario.

Exhibit 12: Labour Force by Sector in Dufferin County

Sector	Number	Percent	Ontario Percent
11 Agriculture; forestry; fishing and hunting	970	3.0%	1.5%
21 Mining; quarrying; and oil and gas extraction	75	0.2%	0.4%
22 Utilities	310	1.0%	0.8%
23 Construction	2,620	8.2%	6.1%
31-33 Manufacturing	4,065	12.7%	10.2%
41 Wholesale trade	1,825	5.7%	4.4%
44-45 Retail trade	3,805	11.9%	10.9%
48-49 Transportation and warehousing	1,995	6.3%	4.5%
51 Information and cultural industries	575	1.8%	2.6%
52 Finance and insurance	1,005	3.1%	5.3%
53 Real estate and rental and leasing	520	1.6%	2.0%
54 Professional; scientific and technical services	1,405	4.4%	7.4%
55 Management of companies and enterprises	45	0.1%	0.1%
56 Administrative and support; waste management and remediation services	1,510	4.7%	4.5%
61 Educational services	1,980	6.2%	7.3%
62 Health care and social assistance	2,775	8.7%	10.1%
71 Arts; entertainment and recreation	640	2.0%	2.1%
72 Accommodation and food services	1,865	5.8%	6.1%
81 Other services (except public administration)	1,465	4.6%	4.3%
91 Public administration	1,890	5.9%	6.7%
Industry - not applicable	585	1.8%	2.7%
Total labour force population aged 15 years and over	31,915	100.0%	100.0%

Source: Statistics Canada; 2011 National Household Survey

About 50% of the labour force in Dufferin County in 2011 lived in Orangeville which is slightly higher than that community's share of population (49%). Shelburne accounted for about 9% of the labour force, which is slightly lower than its portion of population (10%).

2.4 Commuting Trends

Data from the 2016 Census on commuting flows is scheduled to be released by Statistics Canada in November 2017, which is beyond the time frame of this study. Data from the 2011 National Household Survey was reviewed to provide insight on past commuting patterns in Dufferin County.

The employed labour force of Dufferin County in 2011 was 29,665. The commuting flow data is based on the portion of labour that worked at a usual place of work which was 23,800 persons. It excluded the the portion that worked at home (2,345), worked outside Canada (85) and those with no fixed place of work (3,435). Commuting flow data was reported for 19,815 persons, which is around 83% of the Dufferin County labour force that worked at usual places of work in 2011. Data was not provided for the total labour force as only commuter flows of 20 or more persons were reported and data was not reported for Amaranth and Melancthon.

Based on the reported data flows, about 50% of the Dufferin County labour force that worked at usual places of work commuted out of Dufferin County for work. Mississauga and Brampton captured the highest shares of out commuters (2,665 and 2,635 respectively), followed by Caledon (1,215) and Toronto (1,265).

Of the portion that worked in Dufferin County (9,935), the majority worked in Orangeville (7,530) followed by Shelburne (1,280).